

**MAGNETIC SUBSTRATES, COMPOSITION
AND METHOD FOR MAKING THE SAME**

ABSTRACT OF THE INVENTION

- 5 A process of making a magnetic assembly having at least one magnetic
layer and at least one printable substrate layer including the steps of providing a magnetic
composition comprising about 70 wt-% to about 95 wt-% of at least one magnetic
material and about 5 wt-% to about 30 wt-% of at least one thermoplastic binder, forming
the magnetic composition into a magnetic layer, and directly applying the magnetic
10 composition at an elevated temperature in molten form to a printable substrate layer, and
to the magnetic composition and any articles made therefrom.